

Sayeh Saed

Lead Product Designer | AI & Enterprise UX

Dallas, TX

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SUMMARY

Lead product designer with 8+ years shaping AI-powered and enterprise-scale platforms across financial services and B2B ecosystems. I specialized in simplifying complex systems, designing intelligent workflows, and driving measurable operational impact. Known for cross-functional leadership, system thinking, and delivering scalable design solutions that accelerate efficiency and product innovation.

EXPERIENCE

Senior UX Designer

Bank of America – Dallas, TX | Aug 2022 – Apr 2026

- Led redesign of BUICs within a high-volume contact center platform, consolidating 6+ fragmented systems into a unified, AI-assistant-driven experience that streamlined agent workflows and reduced task complexity (20+ clicks to simplified flows).
- Applied analytics and AI Assistant insights to drive predictive, data-informed interactions and improve engagement outcomes.
- Partnered cross-functionally with product, engineering, and business leaders to define and deliver AI-powered capabilities aligned with operational and customer needs.
- Designed AI-assisted workflows that reduced manual effort and improved task completion speed across high-volume operations.
- Established a scalable testing framework for both core UX and AI interactions, accelerating iteration cycles and reducing rework.
- Led design workshops and strategic reviews to define best practices for AI-powered experiences, elevating UX standards across teams.

Lead instructor

ThriveDX – Dallas, TX | May 2022 – Mar 2023

- Designed and delivered a comprehensive UX/UI curriculum, covering core principles, real-world applications, and end-to-end design processes.
- Mentored students through complex design challenges, strengthening product thinking, problem-solving, and strategic decision-making.
- Led hands-on projects from concept to high-fidelity execution, simulating real-world product design environments.
- Improved student outcomes through structured feedback, coaching, and career-focused guidance.

Senior Product Designer

Numo – Dallas, TX | Sep 2019 – Aug 2022

- Developed detailed technical designs and tech packs for promotional products, ensuring accuracy from concept to production.
- Designed and optimized the company's product website, improving usability and product presentation.
- Collaborated cross-functionally with product and development teams to translate concepts into production-ready specifications.
- Led technical reviews to ensure products met quality standards, functional requirements, and customer expectations.
- Applied industry trends and digital tools to continuously enhance product design and improve website performance.

Adjunct Faculty – Product Design

Art Institute of Dallas – Dallas, TX | Jan 2020 – Jan 2022

- Delivered instruction across the full product design lifecycle, from concept development to prototyping and iterative design.
- Mentored students through hands-on projects and critiques, strengthening technical execution and creative problem-solving.
- Integrated industry trends, tools, and emerging technologies into coursework to align with real-world practices.
- Guided students in developing portfolio-ready work grounded in user-centered design principles and professional standards.

Lead UX Designer

UpBrain AI – B2B | Jan 2020 – Jun 2020

- Created and maintained design documentation, including style guides and interaction patterns, ensuring consistency and usability across B2B platforms.
- Led end-to-end UX initiatives from concept to delivery, improving user experience through strategic design and iterative feedback.
- Translated complex business requirements into simple, effective, and data-informed design solutions.
- Owned the full UX lifecycle—research, information architecture, interaction design, visual design, prototyping, and user testing—to deliver user-centered products.

EDUCATION

Università degli Studi di Roma –

La Sapienza

Rome, Italy

M.S. in Product Design

CERTIFICATION

MIT Professional Certificate – Augmented Reality (AR) & Virtual Reality (VR)

UX Land Professional Certification Advanced UI

SKILLS

Design Systems & Scalability:
Built and maintained scalable design systems for enterprise platforms, ensuring consistency across products.

Systems Thinking:
Designed end-to-end user journeys across complex ecosystems, aligning multiple touchpoints into cohesive experiences.

UX/UI Design:
Expertise in responsive design, interaction patterns, and high-quality visual systems.

Leadership & Mentorship:
Led design initiatives and mentored teams to deliver consistent, high-impact user experiences.

Prototyping & Testing:
Conducted usability testing, audits, and iterative design to continuously improve product outcomes.

Agile & Collaboration:
Experienced in Agile/Scrum environments, working closely with cross-functional teams to drive delivery.

User Research:
Led user interviews, usability testing, and heuristic evaluations to inform design decisions.

AI-Driven Design:
Integrated AI-powered features and assistants into workflows to enhance efficiency and user experience.

TOOLS & TECHNOLOGIES

Design:
Figma, Sketch, Adobe Creative Suite, InVision, Miro

Collaboration & Delivery: Jira

Front-End:
HTML, CSS, JavaScript (working knowledge)